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ORANGE AND LEE COUNTY NEIGHBORHOOD LEADERS



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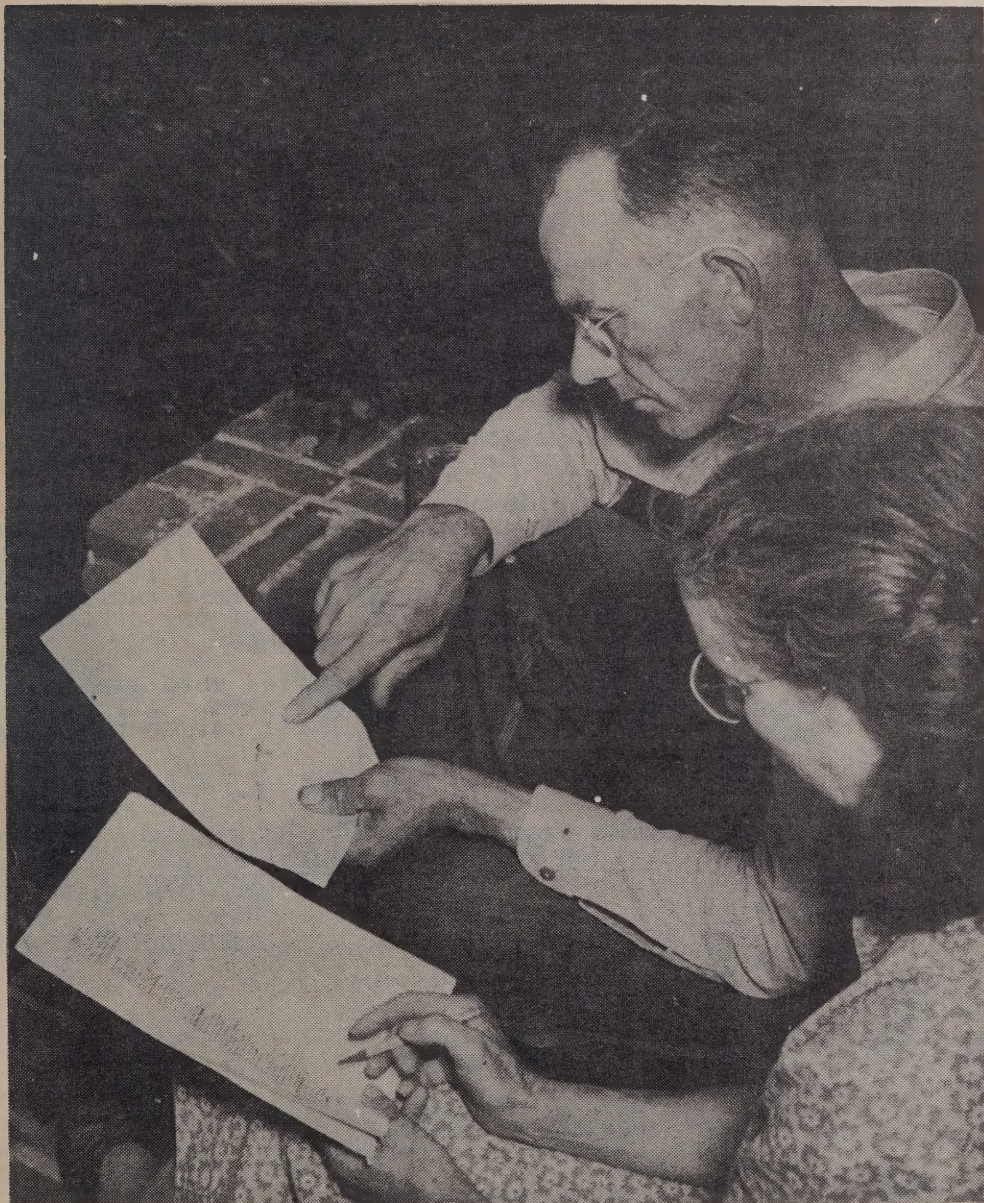
S. H. Hobbs, Jr.

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BOOK may be kept out T



Orange and Lee Counties, North Carolina, Demonstrate How  
**NEIGHBORHOOD LEADERS**  
Can Help in Securing Participation of Rural Families in  
**AGRICULTURE'S WARTIME PROGRAMS**



Mr. and Mrs. Clyde Roberts, neighborhood leaders for St. Mary's Neighborhood, Orange County, North Carolina, check their list of neighbors and their neighborhood map to be sure that they have reached every family.



JUNE 1, 2, AND 3 - 441 RURAL FAMILIES WERE PERSONALLY INTERVIEWED

The purpose of the survey was to secure a measure of the effectiveness of the neighborhood leadership system (under controlled conditions of good organization, training, and follow-up) in stimulating every rural family to carry out specific actions desired in Agriculture's wartime program.

During the 40 days between April 22 and June 1, 1942, Orange and Lee Counties agreed to demonstrate the effectiveness of the neighborhood leadership system as a method of securing complete and prompt coverage of rural families.

The survey was a cooperative undertaking of the Extension Services of the U. S. Department of Agriculture, of the North Carolina State College of Agriculture, and of Orange and Lee Counties, North Carolina.

ORANGE COUNTY

Extension Agents  
 Don S. Matheson  
 Agricultural Agent  
 Joe H. Howard  
 Assistant Agricultural Agent  
 Woodward Byars  
 Home Demonstration Agent  
 M. C. Burt  
 Negro Agricultural Agent  
 Ruby Crews  
 Negro Home Demonstration Agent

1940 Census Data  
 Farm population 11,322  
 Farms 2,043  
 Average size of farms 86 A  
 Average acres in crops 23 A  
 Principal cash crop Tobacco

Sample surveyed:  
 168 white families  
 139 living on farms  
 29 rural nonfarm  
 101 Negro families  
 93 living on farms  
 8 rural nonfarm

LEE COUNTY

Extension Agents  
 J. P. Kiser  
 Agricultural Agent  
 Cornelia Simpson  
 Home Demonstration Agent

1940 Census Data  
 Farm population 9,633  
 Farms 1,620  
 Average size of farms 70 A  
 Average acres in crops 20 A  
 Principal cash crops Cotton-Tobacco

Sample surveyed:  
 144 white families  
 127 living on farms  
 17 rural nonfarm  
 28 Negro families  
 24 living on farms  
 4 rural nonfarm

GENERAL INFORMATION

The 441 families interviewed in Lee and Orange Counties, North Carolina, were a representative cross section of the rural people in many parts of the South. Thirteen percent were engaged in occupations other than farming but were living in farm neighborhoods. Ten percent were part-time farmers or farm laborers.

Many of these families cannot easily be reached with wartime messages. Previous to the inauguration of the neighborhood leadership system, no adult member of 30 percent of the families had actively participated in extension activities by attending meetings or calling on the agent at his office. An additional 20 percent reported very occasional participation. No adult in 18 percent of the families had been reached by extension information in any way.

Only 26 percent of the homemakers and male heads of households had any schooling beyond the seven elementary grades. Only 41 percent took daily newspapers. Many did very little reading. Twenty-nine percent did not have radios, 35 percent did not have any kind of car or truck, and only 6 percent had telephones.

However, these families were aware of the neighborhood leadership system. All but 11 percent knew the name of their neighborhood leader.

Data From the Survey and From the 1940 Census on Farmers and Rural Farm Population

	Sample Inter- viewed	Orange and Lee Counties	State of North Carolina	United States
Percentage of farm operators who are:				
White	69	77	78	88
Negro (non-white)	31	23	22	12
Owners (and part-owners)	64	60	56	61
Tenants	36	40	44	39
Percentage of homemakers and male heads of households (Adults over 25 years of age) with:				
Only elementary schooling (completed grade school or less)	75	77	78	76
More than elementary school (completed 1 year of High School)	25	23	22	24

This report prepared by:

Barnard Joy,  
 Senior Agriculturist, Division of  
 Field Studies and Training,  
 Extension Service,  
 U. S. Department of Agriculture,  
 Washington, D. C.  
 and  
 J. P. Leagans,  
 Extension Planning Specialist,  
 State College Station,  
 Raleigh, North Carolina.



**NOVEMBER AND DECEMBER 1941**

Neighborhoods were delineated  
Neighborhood leaders were nominated

**ORANGE COUNTY**

Ten community meetings of selected farm leaders divided the communities into neighborhoods. Names of prospective neighborhood leaders were suggested.

In 39 meetings during the week of January 12, the plan was explained and neighborhood leaders were selected. Total attendance at meetings 1,677, average 43. Typical neighborhood of 45 white families had 5 neighborhood leaders.

Several wartime jobs were discussed at January 12-17 meetings: Bonds and Stamps, Increased Food Production, Nutrition, Machinery Repair, Scrap Iron Collection and Camp Survey.

At training meetings for neighborhood leaders during the week of February 2, lists of families in each neighborhood were developed and responsibility for reaching the families was divided among leaders in the neighborhood.

Negro neighborhoods were delineated, leaders elected, and family lists developed in March.

**LEE COUNTY**

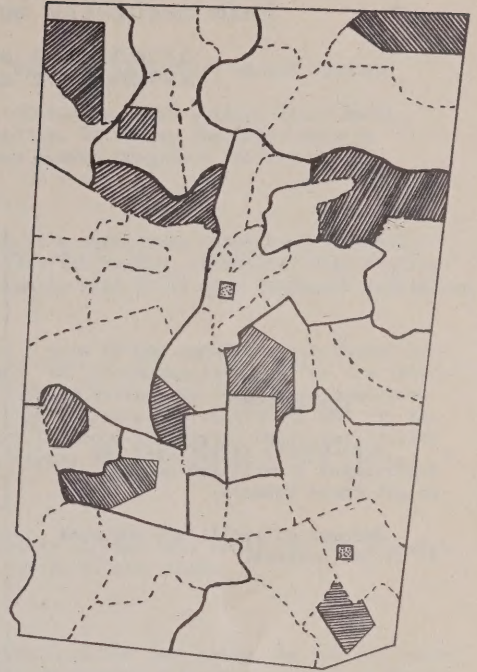
Six community meetings of selected farm leaders divided the communities into neighborhoods. Neighborhood leaders were selected at these November meetings.

At meetings of selected leaders in December the family lists for each neighborhood were developed and divided among the leaders.

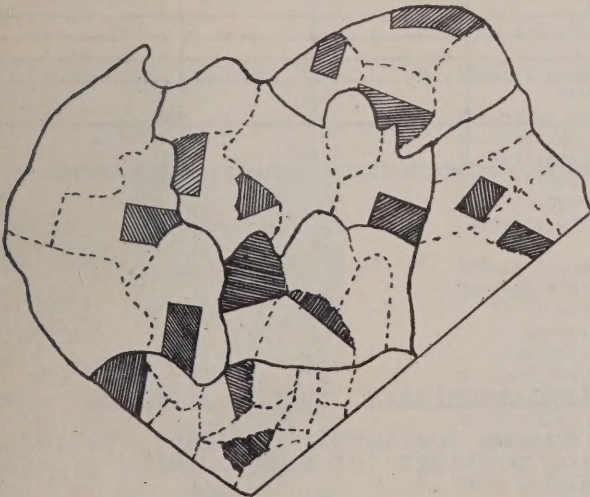
At six community meetings for all rural families the week of January 12, the plan was explained. Several wartime jobs were discussed: Bonds and Stamps, Increased Food Production, Nutrition, Machinery Repair, and Scrap Iron Collection.

During the week of May 25 additional leaders were selected in Lee county so that no leader would have more than 10 families on his list.

A typical neighborhood now has 37 white and 8 Negro families; 4 white neighborhood leaders and 1 Negro.



Map of Orange county showing 10 communities, 39 white neighborhoods and areas in which white families were surveyed (shaded)



Map of Lee county showing 6 communities, 38 neighborhoods and areas in which both white and Negro families were surveyed (shaded)

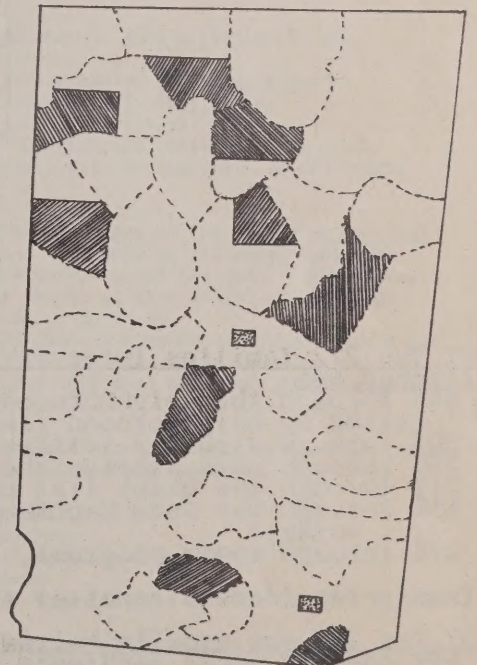
**Status of Neighborhood Leadership  
on April 1, 1942 -**

**Orange county**

- 117 white men leaders
- 78 white women leaders
- 54 negro men leaders
- 23 negro women leaders

**Lee county**

- 65 white men leaders
- 60 white women leaders
- 8 negro leaders



Map of Orange county showing 27 Negro neighborhoods and areas in which Negro families were surveyed

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JANUARY 12, 1942 - FARM MACHINERY REPAIR PROGRAM WAS STARTED

Neighborhood leaders called meetings or visited farmers  
Circular letters were sent to all farmers  
News stories were published in papers  
Farm machinery meetings held February 26 and 27

Attendance at 3 Orange County meetings - 160  
Attendance at Lee County meeting - 200

LEE COUNTY

A machinery repair list was distributed at meetings and by neighborhood leaders.

Farmers filled it out and gave it to the dealers.

ORANGE COUNTY

A one-page mimeographed flyer was distributed by neighborhood leaders.

FARM MACHINERY REPAIR LIST			
Each Farmer Should Use This List As a Guide in Checking Needed Repair Parts. This Should Be Done At Once			
NAME	ADDRESS	RT.	
KIND OF MACHINE	MANUFACTURE	NUMBER AND SIZE	LIST PARTS NEEDED
1. One-horse plows			
2. Two-horse plows			
3. Disc harrows			
4. Peg harrows			
5. Fertilizer distr.			
6. Planters, corn & cotton			
7. Walking or riding cultivators			
8. Mowers			
9. Hay rakes			
10. Grain drill			
11. Stalk cutters			
12. Wagons			
13. Tobacco Sprayers			
14. Feed grinders			
15. Hay balers			
16. Manure spreaders			
17. Lime spreaders			
18. Grain binders			
19. Gas engines			
20. Water pumps			
21. Farm tractors			
22. Stationary power units			
23. Tractor disc harrows			

Of the 272 families interviewed who had farm machinery, the program had reached 84%

60% through the neighborhood leadership system (personal contacts, meetings called by neighborhood leaders, training meetings for neighborhood leaders)  
50% through circular letters they had read  
38% through news stories they had read  
31% through the check list or other leaflet  
31% through the Farm Machinery Repair and other meetings held by extension workers  
27% through radio programs

Twenty-two farmers repaired their machinery in the fall

Of the 250 who usually waited until spring to check and repair their machinery:  
58% checked their machinery and made or ordered repairs in January or February  
18% checked their machinery and found no repairs were needed  
24% followed their usual custom of waiting until spring to repair their machinery



## FEBRUARY 2, 1942 - VICTORY GARDEN PROGRAM WAS STARTED

### ORANGE COUNTY

A leader training meeting was held in each of the 39 neighborhoods during the week of February 2.

Attendance - 163 neighborhood leaders out of a total of 272.

The meeting was summarized and instructions given to each leader.

### LEE COUNTY

Leader training meetings were held in each of the 6 communities with 101 out of a total of 133 neighborhood leaders attending.

Same instructions were given to leaders as in Orange County.

### NEIGHBORHOOD LEADERS' PART IN THE VICTORY GARDEN PROGRAM

Neighborhood Leaders, 28,000 Strong, Representing Every Rural Neighborhood in North Carolina, Will Play the Major Role in Making the Victory Garden Program a Success

#### What is a Victory Garden?

A Victory Garden is one in which a sufficient quantity of different vegetables are grown to properly feed the family. Normally, this requires 1/10 acre for each member of the family with 10 or more different vegetables grown.

The Victory Garden Program is a part of our regular agricultural program, which consists of a plan for: (1) producing the food for the family and feed for the livestock, (2) cropping system and fertilizer practices that will maintain the soil in a highly productive condition, and (3) the production of cash crops combined with sound livestock, dairy and poultry activities in such degree as will supply the cash needed by the family.

#### Purpose of Victory Gardens

To develop stronger and healthier bodies, save money for the producer, and supply our armed forces with plenty of good food.

#### Procedure

In a recent meeting at State College for discussing the Victory Garden program, every agency and organization working with rural people in North Carolina pledged their participation in putting forth every effort to help farm families in our State do their part in the National Victory Garden Program.

#### WAYS THAT NEIGHBORHOOD LEADERS CAN PARTICIPATE IN THE VICTORY GARDEN PROGRAM

1. Grow a Victory Garden.
2. Contact neighbors and encourage them to grow a Victory Garden.
3. Assist in carrying to neighbors information pertaining to:
  - a. Planting, cultivating, and growing a Victory Garden
  - b. Informational material on food conservation
  - c. Informational material on selection and preparation of food.  
(Information on the above subjects will be available at the county agent's office.)
4. Acquaint each neighbor with the advantages of the Family Garden Seed Package and encourage him to use it. Some of the advantages are:
  - a. It is economical. The difference between the cost of the package of garden seed and the same amount of seed bought at different intervals represents a saving of \$3 to \$5.
  - b. Seed would be on hand at all times during the planting seasons and when the soil is ready.
  - c. Planting seed can be saved for 1943 when both high prices and scarcity may exist.
5. Make contacts with the following and encourage them to use every opportunity to emphasize the Victory Garden Program:
  - a. Rural ministers
  - b. Rural Sunday School Superintendents
  - c. Local fertilizer and seed dealers
  - d. Local store keepers and filling station operators
  - e. School principals and teachers
  - f. Farm organizations and other organizations of which you are a member.
6. Use every opportunity to discuss the Victory Garden Campaign.

"GROW YOUR FOOD IN A VICTORY GARDEN, SAVE YOUR MONEY, BUY DEFENSE BONDS"

The Patriotic Duty of Every Farm Family Demands Participation in the Victory Garden Program.



Neighborhood leaders set a good example by growing a Victory Garden themselves.



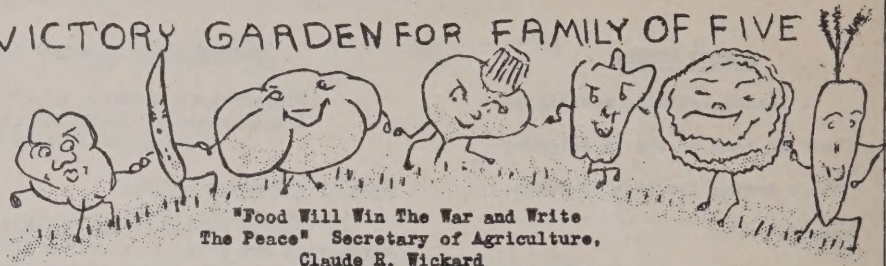
# FEBRUARY 1942 - NEIGHBORHOOD LEADERS VISITED THEIR NEIGHBORS URGING THEM TO GROW A VICTORY GARDEN. THEY LEFT EACH FAMILY A GARDEN LEAFLET

Neighborhood leaders' efforts were supplemented by:

Circular letters  
Stories in newspapers  
Radio programs  
Victory Garden Programs at -

4-H Club meetings  
Home Demonstration Club meetings  
Efforts of other organizations

## VICTORY GARDEN FOR FAMILY OF FIVE



OF THE 441 FAMILIES INTERVIEWED THE VICTORY GARDEN MESSAGE HAD REACHED 92%

73% through the neighborhood leadership system (personal contacts, meetings called by neighborhood leaders and training meetings for leaders)

63% through circular letters they had read

43% through news stories they had read.

42% who recalled reading the leaflet "Victory Garden for a Family of Five" or some other Victory Garden leaflet or bulletin

38% through radio programs

30% through meetings held by extension workers.

Crop	Planting Date	Days to Mature	Number of Row Feet	Amount of Seed	Distance between Plants
Beans, Bush Lima	May 1-15	60-70	250	2½ lbs.	6-10 in.
Beans, Pole Lima	May 1-15	75-95	250	2½ lbs.	2 ft.
Beans, Bush Snap	Start last Apr. Make 4 plantings 3 weeks apart. Fall crop in Aug.	45-65	375	5 lbs.	3 - 4 in.
Beans, Pole Snap	Apr. 1-15	65-70	200	2½ lbs.	2 - 3 ft.
Beets	Feb. 15-18	60-70	125	2½ ozs.	4- 5 in.
*Cabbage (plants)	Feb. 15-28	90-100	250	1 oz.	14 - 18 in.
Carrots	Feb. 15-18	70-80	125	2½ ozs.	3 - 4 in.
*Collards (plants)	May 1-15	120-150	250	1 oz.	12 - 18 in.
Cucumber	Apr. 15-30	60-65	50	2½ ozs.	15 in.
*Lettuce (plants)	Feb. 15-28	80-85	200	1 oz.	8-10 in.
Okra	Apr. 15-30	50-60	75	2½ ozs.	2 ft.
Peas (field)	Apr. 15-30	75-90	500	2½ lbs.	2 - 3 in.
Peas (garden)	Feb. 15-28	55-65	400	2½ lbs.	1 in.
Peppers (plants)	Apr. 15-30	100-120	50	30 plants	18 in.
Onion (sets)	Oct. 15-30	60-80	100	5 pints	3 - 4
Kale	Feb. 1-15				
	Mar. 10	65-75	250	2½ ozs.	8-10 in.
	Apr. 1				
	Sept. 1-30				
Spinach	Feb. 15-28	40-50	250	2½ ozs.	2 in.
	Aug. 15				
	Sept. 30				
Squash	Apr. 15-30	45-55	50	2½ ozs.	16 in.
Sweet Corn	Apr. 15-30	60-90	500	1½ lbs.	3 ft.
Mustard	Mar. 1	30-40	500	5 ozs.	3 - 4 in.
	Apr. 1				
	Sept. 1-15				
*Tomatoes (plants)	Apr. 15-30	100-120	750	½ ozs.	3 - 4 ft.
Turnips	Mar. 1-15	50-55	300	5 ozs.	2 - 3 in.
	Aug. 15				

\*Plants - Tomatoes and Pepper plants for spring garden, and collards and cabbage for fall garden can be grown at home. Cabbage and collards for spring gardens should be bought if not already on hand.

Use 2,000 lbs. of stable manure if broadcast, and 1,000 lbs. if used in rows, plus 400 lbs. of 5-7-5 fertilizer per acre.

All the seed for this garden can be obtained from your seed dealer in one package at quite a saving.

### THE RESPONSE TO THE PROGRAM BY THE 441 FAMILIES WAS:

93% had 10 or more of the 20 recommended vegetables in their 1942 gardens

87% had better gardens in 1942 than in 1941

77% had larger gardens in 1942 than in 1941

Neighborhood Leaders made Follow-up visits in March leaving a postcard with each family that had planted a Victory Garden





## ORANGE COUNTY

### APRIL 18, 1942

Orange County invited to demonstrate the effectiveness of neighborhood leadership system

### APRIL 19, 1942

A conference with chairman of county defense council

### APRIL 20, 1942

Plans for demonstration developed tentatively at meeting of county extension agents and district and State extension workers

Programs selected for demonstration - Edible Soybeans

Scrap Metal and Rubber

Bond and Stamp Pledge Campaign

Responsibility was divided:

Don S. Matheson, Agricultural Agent	(General supervision (Present plan to Agricultural Workers' Council (Present plan to U.S.D.A. War Board (Arrange county-wide leader training meeting (Prepare Bond and Stamp and Salvage publicity (Conduct some of follow-up training meetings (Prepare circular letter
Woodward Byars, Home Demonstration Agent	(Prepare edible soybean publicity (Conduct some of follow-up training meetings (Promote programs through home demonstration clubs
Joe M. Howard, Assistant Agricultural Agent	(Promote programs through 4-H Clubs (Conduct some of follow-up training meetings
M. C. Burt, Negro Agricultural Agent	(Train and follow-up Negro neighborhood leaders
Ruby Crews, Negro Home Demonstration Agent	(Promote through Negro home demonstration clubs
Mary Thomas, Nutrition Specialist	(Prepare leaflet on Edible Soybeans
Fred Sloan, State Program Leader	(Arrange to have soybean seed secured and packaged
J. P. Leagans, Planning Specialist	(Prepare instructions for neighborhood leaders
Annamerle Arant, District Agent	(Arrange for soybeans to be served at county-wide (training meeting
John Fox, Assistant Extension Editor	(Assist with publicity program

### APRIL 22, 1942

Agricultural Workers' Council considered and approved the plan

Editors of all papers in county were interviewed

### APRIL 23, 1942

U.S.D.A. War Board considered and approved the plan



APRIL 28, 1942 - ORANGE COUNTY  
COUNTY-WIDE TRAINING MEETING FOR NEIGHBORHOOD LEADERS



MEETING OF ORANGE COUNTY NEIGHBORHOOD LEADERS

Tuesday, April 28 - 2:30 p.m.

Courthouse - Hillsboro, North Carolina

P R O G R A M

- 2:30 Song - Negro High School Chorus
- 2:40 A. H. Graham - General Chairman, Orange County Defense
- 2:55 Don S. Matheson, County Farm Agent - "Summary of Past Accomplishments of Committees"
- 3:00 John W. Goodman, Assistant Director, Extension State College - Introduce Fred S. Sloan, in charge of North Carolina Rural Organization
- 3:05 Fred S. Sloan, State Program Leader - Talk on "The Selection of Orange County as One of Four Counties in the United States and the Importance of This Survey"
- 3:15 W. E. Thompson, County Bond Chairman - "Sale of War Bonds"
- 3:20 C. W. Tilson, Manager of Farmers Exchange - "Buy a Bond Pig"
- 3:30 Joe N. Howard, Assistant County Agent - "Salvage Program"
- 3:35 R. L. Mohler, Soil Conservation - "Garden Program"
- 3:40 Miss Woodward Byars, Home Demonstration Agent - Introduce Miss Mary E. Thomas, State Extension Nutrition Specialist
- 3:45 Miss Mary E. Thomas - "Edible Soybeans and Their Place on Every Farm"
- 3:55 M. C. Burt, Negro County Agent - Introduce J. W. Jeffries, Negro District Extension Agent
- 4:00 J. W. Jeffries - "Importance of Committees' Work to Negro Farmers"
- 4:10 Summary by Don S. Matheson
- 4:20 Roll Call by Joe N. Howard



Sampling cooked edible  
soybeans after the meeting

Total Attendance - 265

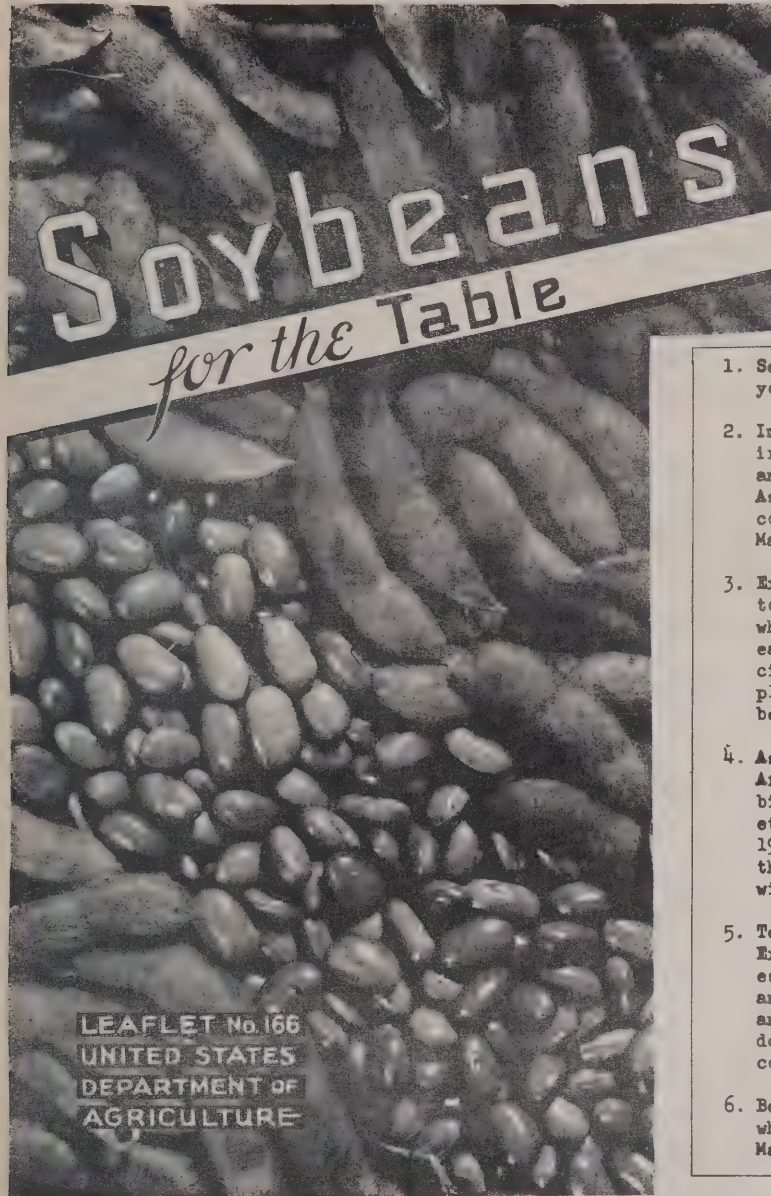
149 of the 195 white neighborhood leaders  
66 of the 77 Negro neighborhood leaders  
All 39 of white neighborhoods were represented  
26 of the 27 Negro neighborhoods were represented



APRIL 28 TO MAY 30, 1942 - ORANGE COUNTY

Neighborhood leaders were given subject matter instruction and a definite outline

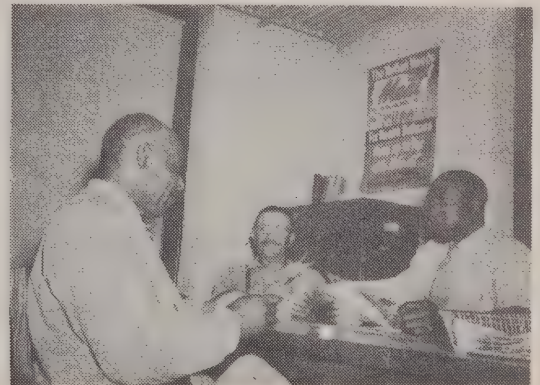
of what  
they were expected to do.



INSTRUCTIONS TO NEIGHBORHOOD LEADERS

1. See during this week and next week all families in your neighborhood.
2. Impress on them the need for "Cleaning Up" all scrap iron, old rubber, rags, torn discarded bags, etc., and ask them to donate to the Orange County War Fund. Ask them to get salvage collected by May 9. Give your county office a list of all people having salvage by May 9. Truck will get it.
3. Explain value of edible soybeans and give one package to each family who has already disposed of salvage, or who agrees to give salvage now. Impress on them that early May is the time to plant and that survey officials will check on whether or not they have been planted June 1. Tell them from which store more can be had.
4. Ask each family about Victory Garden. Tell them about Army using 40% to 60% of canned goods, also about possibility of selling surplus vegetables to Colonial Stores, etc. Ask if they have planted any new vegetables in 1942. If not, encourage them to try several. Suggest that these be planted before June 1, when this check will be made.
5. Tell them about War Bond Drive throughout United States. Explain need, and the fact that it is our best and safest investment. Try hard to get every family to pledge an acre or a pig. Tell about Farmers Exchange offer, and fill out blank. Note their interest, and try to determine whether or not a pig placed with this family could be fed to maturity profitably.
6. Be ready to report on all these things to county agents when they visit neighborhood committees during week of May 10.

Follow-up training meetings were held in each of the 39 white neighborhoods and 27 Negro neighborhoods the week of May 11.



Neighborhood leaders visit M. C. Burt, Negro Agricultural Agent, in his office to report on progress and to get answers to questions raised by their neighbors



APRIL 30, 1942 - ORANGE COUNTY  
Circular Letter is Sent to All Farm Families

COOPERATIVE EXTENSION WORK

IN

AGRICULTURE AND HOME ECONOMICS

EXTENSION SERVICE

NORTH CAROLINA STATE COLLEGE OF  
AGRICULTURE AND ENGINEERING  
NORTH CAROLINA COUNTIES AND  
UNITED STATES DEPARTMENT OF  
AGRICULTURE COOPERATING

STATE OF NORTH CAROLINA

State College Station, Raleigh, N. C.

To All Farm Families in Orange County

HOW YOU CAN HELP WIN THE WAR

ACT NOW

The Federal Government has selected Orange County as one of four counties in the entire United States in which to make a study of "How farmers can best put across War Programs." This choice was made because of the splendid way you responded to the Scrap Iron Drive, the Victory Garden Campaign, the Machinery Repair Drive, and the request for more milk, eggs, and soybeans. May we congratulate you on the government's choice of you in Orange County to lead the way for farmers throughout the United States.

The Orange County War Planning Board is asking you to do these important jobs during the month of May: (Your neighborhood leader will talk to you about them within the next few days)

COLLECT ALL SCRAP IRON, RUBBER, ETC. NOW

Continue to collect all old plow points and other scrap metal, old discarded rubber tires, rubber boots, rags, old discarded bags, etc. Our government is badly in need of this salvage now. Let's get it all in this time. Give it to the Orange County War Relief Fund which divides the money between the Army and Navy Relief Organizations. A truck will come to each neighborhood shortly for this salvage. Have it ready by May 9th.

PLEDGE A PIG OR AN ACRE TO BUY A WAR BOND

There is a drive on in every county in the United States to ask people how many War Bonds they will buy. You will be asked by your neighborhood war leaders to pledge the money received from the sale of a pig or pigs or an acre of crops to buy War Bonds. This is a way every farm family can help win the war and at the same time save money in the safest investment in the United States. The Farmers Exchange Live-stock Market is working on a plan to furnish pigs to farmers who will feed them out and sell them. The money, after paying cost of pigs, will go to these farmers in Bonds and Stamps. Ask your leader about details. This is a wonderful opportunity.

HAVE A BETTER VICTORY GARDEN

The Army is taking 40-60 percent of all canned goods. Food prices are high. The sale of surplus vegetables will be good. Plant more different kinds of vegetables than in 1941 and more of each.

PLANT SOYBEANS TO EAT

Every family in Orange County will be given a chance to plant the new Improved Edible Soybeans. Your neighborhood war leaders will have a supply of these new and scarce seeds and will give you an ample package provided you will get up your scrap iron, rubber, etc. These beans can be eaten like green peas, field peas, or dried beans, or can be ground into meal. Edible soybeans can take the place of meat in the diet. They are high in protein and vitamins.

The government will send ten economists on June 1 and 2 to check on 275 of our farms, both white and colored, chosen at random, to see how well you have carried out this program.

We know that you will do your part in our great war effort.

Sincerely,

(Miss)Woodward Byars,  
State Home Demonstration Agent  
Ruby Crews,  
Negro Home Demonstration Agent

Don S. Matheson,  
County Agent  
M. C. Burt,  
Negro County Agent

Joe N. Howard,  
Assistant County Agent  
R. L. Mohler,  
Work Unit Conservationist

Of the 269 families interviewed:

- 44% recalled reading this or one of the other circular letters on the collection of scrap
- 40% recalled reading this or one of the other circular letters on Stamps or Bonds
- 61% recalled reading this or one of the other circular letters on Victory Gardens
- 35% recalled reading this or one of the other circular letters on Planting Edible Soybeans



May 8 - Chapel Hill Weekly Special Edition  
Sample copy sent to all rural families

## "Pledge a Pig or an Acre"



## A Message to the Farmers

We delight to pay our respects to the farmers of

## New Garden Crop Is Introduced to Farm People Here: Edible Soybeans

Miss Sallie Brooks, extension nutritionists of N. C. State Col-

harvested, threshed, and stored  
in a dry place.

If the edible soybeans are harvested as a green vegetable, they should be prepared for the table

## A Clean-Up on Scrap Metal

The farmers of Orange have done a fine job in col-

## Orange County Farm Meeting To Be Held At Hillsboro Today

**A. H. Grah**  
**Presiding**  
**Several Or**

## Bond Canvassers Meet Good Response

Hillsboro, April  
meeting of the Ora  
cultural War Plan  
will be held in the  
tomorrow afternoon  
to start a program  
the effectiveness  
rural families  
quickly" through  
neighborhood leaders.  
Graham, general  
Orange County I  
side at the meetin

A good response has been met by the men and women who, as volunteers, have been going around to get pledges to buy War Bonds and Stamps. Since the

## Farm People Have Opportunity to Help Win War by Buying Bonds and Stamps

By W. E. Thompson,  
Chairman, Orange County War  
Bonds Committee

Farm people have the same op-

If you live in a rural community, and have not been visited by one of these voluntary leaders, get into contact with Don Matheon's office in Hillsboro.

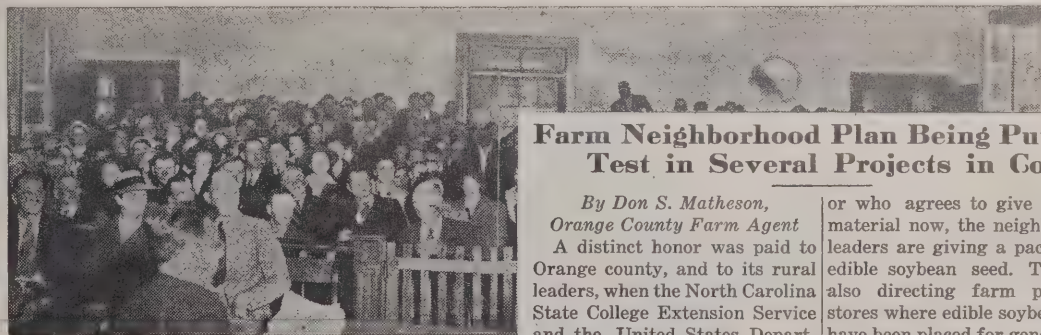
There is nothing compulsory about this War Bond and Stamppledge campaign, but unless a sufficient number of citizens agree to set aside a portion of their earnings for the purpose of

ings Bonds and Stamps "when their crops come in."

Everyone agrees that we must win this war. Everyone agrees that no personal need or want must interfere with victory. Everyone agrees that all Americans must pitch in and help in every way they can.

Buying War Bonds and Stamps is one way in which every one of us can do his or her part. Signing pledges to buy them at a certain time of the month or year will help even more.

## Leaders of Farm Neighborhoods in County Meet in Hillsboro to Discuss Win-the-War Program



## Farm Neighborhood Plan Being Put to Test in Several Projects in County

*By Don S. Matheson,  
Orange County Farm Agent*

A distinct honor was paid to Orange county, and to its rural leaders, when the North Carolina State College Extension Service and the United States Department of Agriculture selected Orange as one of four counties in the nation for a study of the effectiveness of the neighborhood leader plan to reach all farm families quickly with emergency war programs. Around 300 neighborhood leaders, of both

or who agrees to give salvage material now, the neighborhood leaders are giving a package of edible soybean seed. They are also directing farm people to stores where edible soybean seed have been placed for general distribution.

Every family is being asked to pledge a pig or an acre, the proceeds from which will be used to purchase War Bonds and Stamps. To farmers, and to 4-H Club members, who are unable to finance the purchase of "Bond

materials; and (4) This is a picture of Orange proceeds from a local county neighborhood leaders as cropland for the assembled in the court house in Matheson said Hillsboro to discuss plans for new against resulting helping the country win the war. paigns in three of It is because of the excellent Iowa and Mass. Lee County, North work done by the farmers of Orange—Ir Scrap Iron Collec- meeting included

OF THE 269 FAMILIES INTERVIEWED:

- 42% take a daily paper  
14% take a weekly paper  
22% recalled reading news story on edible soybeans  
27% recalled reading news story on scrap collection  
29% recalled reading extension news story on Bonds and Stamps



APRIL 29 - MAY 9, 1942 - ORANGE COUNTY

Neighborhood leaders secured pledges in  
Bond and Stamp campaign.

Pledges were taken for "Buy a Bond Pig,"  
or "Buy a Bond Acres."

"Buy a Bond Pigs" were secured through  
Farmers Mutual Exchange Livestock Market.

OF THE 269 FAMILIES, 93% HAD HEARD ABOUT  
BONDS AND STAMPS:

78% through the neighborhood leadership  
system.

The response to the Bond and Stamp program:  
Orange County rural families had pledged  
to buy \$50,000 worth of Bonds and Stamps  
in 1942.

200 families pledged to raise a "Buy a  
Bond Pig."

OF THE 269 FAMILIES SURVEYED JUNE 1 AND 2

58% of the white families had bought or pledged to  
buy Bonds and Stamps during the campaign.

30% of the Negro families had bought or pledged to buy Bonds and Stamps during the campaign.

APRIL 29 - MAY 9, 1942 - ORANGE COUNTY

Neighborhood leaders visited families asking them to collect scrap metal and rubber. They left a half pound of  
edible soybeans with each family that agreed to collect their scrap.

They collected some scrap and took it to the dealers themselves.

They listed collection points at which WPA trucks could pick up additional scrap.



Neighborhood leader loads scrap metal and  
rubber into his "pick-up"



Silas Jones, lame Negro leader, used horse and  
buggy to visit his neighbors

OF THE 269 FAMILIES INTERVIEWED JUNE 1 AND 2  
THE SCRAP COLLECTION MESSAGE HAD REACHED 93%:

81% through the neighborhood leadership system  
(personal contacts and leader training meetings).

12% who had not received the message through the  
neighborhood leadership system had received it  
from other sources.

THE RESPONSE OF THE 269 FAMILIES WAS:

76% collected scrap and turned it in (or had it  
ready to be collected).

16% had turned in scrap previously, or looked for  
it and found none.



ORANGE COUNTY

APRIL 29 - MAY 9, 1942

Families were personally contacted by Neighborhood Leaders who urged them to plant edible soybeans, and left one-page leaflet

COVERAGE

Of the 269 families interviewed June 1 and 2, the soybean program had reached 96%.

90% through the neighborhood leadership system (personal contacts and training meetings.)

28% recalled having read the one-page leaflet

6% who had not received the message from the neighborhood system had received it from other sources

N.C. STATE COLLEGE OF AGRICULTURE & ENGINEERING & U.S. DEPT. OF AGRICULTURE COOPERATING	COOP. EXTENS. WORK IN AGRIC. AND HOME ECONOMICS STATE OF NORTH CAROLINA	Mary E. Thomas Extension Nutritionist
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PLANT SOYBEANS IN THE GARDEN FOR TABLE USE

Eat them green and dry some for winter use

Because

1. They are high in food value
  - a. They are one and one-half times richer in proteins than any other beans
  - b. They are rich in fat and low in starch
  - c. They are good sources of calcium, phosphorous and iron
  - d. They contain excellent proportions of vitamins A,B,&G
2. They are the best vegetable substitute for meat
3. They may be used green or dried in the same ways as other beans and peas
4. They supply a green food at a season when drought and summer heat prevent the growth of other green vegetables in the garden

Planting and Harvesting

Choose the edible varieties for planting for table use. Bokusun, Easy Cook, and Seminole are some varieties recommended. They contain less fat and have better flavor than the varieties planted for livestock.

Plant from May 1 to June 15 in rows about 3 feet apart and 2 to 3 inches apart in the row. Fertilize and cultivate as any other bush bean. Harvest for green beans when pod is filled. In the fall the dry beans should be harvested, threshed, and stored in a dry place.

Preparation of Soybeans for the Table

Green Soybeans - When beans are mature, in the pod, but still green and tender, is the time for eating them green. In the green stage the beans are hard to shell. Drop pods in boiling water for 3 to 5 minutes. Then they shell easily. Cook the same as butter beans, in boiling water, either with fat meat or without, then add butter and salt.

Soybeans canned in the green stage are excellent.

Dry Soybeans - The dry soybeans are prepared the same as any other dry beans. Soak over night, drain, add fresh water and simmer for 2 to 3 hours or until well done.

Distributed through Furtherance of Acts of Congress May 8 and June 30, 1914.

I. O. Schaub, Director



RESPONSE

The response of the 269 families to the program was:

78% had planted edible soybeans  
8% had the seed and planned to plant it the first week in June

Leader tells his neighbor the advantage of edible soybeans



LEE COUNTY

APRIL 22, 1942. Agents agreed to present plan for demonstration of neighborhood leadership system to Agricultural Workers' Council

APRIL 25. Plan to promote whole wheat and enriched bread, and Bond and Stamp pledge campaigns was approved at meeting of Agricultural Workers' Council

APRIL 27. Three millers in county were asked to enrich their flour

APRIL 28 to MAY 6. Neighborhood leaders were trained at 6 community and 3 neighborhood training meetings

<u>Date</u>	<u>Place</u>	<u>Time</u>	<u>Leaders attending</u>
April 28	Sanford	3:30 p. m.	5
April 28	Broadway	8:30 p. m.	12
April 29	Greenwood	8:30 p. m.	30
April 30	Colon	11:00 p. m.	4
April 30	Deep River	3:30 p. m.	8
April 30	Jonesboro	8:30 p. m.	9
May 4	W. Pocket	8:30 p. m.	8
May 5	E. Pocket	8:30 p. m.	6
May 6	Poplar Sp.	8:30 p. m.	7

Total attendance....89

MAY 1 to 8. Neighborhood leaders not attending meetings were visited personally

MAY 1, - 3:30 p. m. Dr. R. R. Williams spoke on enriched bread at St. Clair School. Total attendance 75, including:  
57 home demonstration club and neighborhood leaders  
12 members of Agricultural Workers' Council

Dr. Williams spoke to Kiwanis Club at 6:00 p. m.  
Dr. G. H. Satterfield introduced Dr. Williams  
Attendance - 45, including prominent grocers,  
doctors, millers, and editor of county paper.

MAY 1 to 5. Bread posters put in grocery stores

MAY 6. Follow-up letter to neighborhood leaders, The job to be done was carefully outlined

MAY 8. Second follow-up letter to neighborhood leaders

MAY 11 to 16. Members of Agricultural Workers' Council visited chairman of neighborhood leaders in each neighborhood to "check up."  
Chairman in turn visited other leaders in neighborhood.

MEMBERSHIP OF AGRICULTURE WORKERS COUNCIL

J. P. Kiser .....	Extension Service, Chairman
Ida O. Roberts .....	Farm Security Administration, Secretary
Miss Cornelia Simpson .	Extension Service
Vernon Stevens .....	Farm Security Administration
G. R. Wheeler .....	County Superintendent of Schools
J. E. Walker .....	Federal Land Bank
C. F. Howland .....	Soil Conservation Service
Frank Perlmutter .....	Soil Conservation Service
Andy Hardesty .....	Soil Conservation Service
L. F. Meador .....	Vocational Agricultural Teacher
Elizabeth Phillips ....	Home Economics Teacher
John J. Wolfe .....	Vocational Agricultural Teacher
Jean Craven .....	Home Economics Teacher
E. A. Currie .....	Vocational Agricultural Teacher
Mary Della Davis .....	Home Economics Teacher
Carrie Cox .....	Home Economics Teacher
J. B. Brown .....	Negro Vocational Agricultural Teacher
Priscella Jordan .....	Negro Home Economics Teacher
Mrs. R. L. Ross .....	Chairman, Home Demonstration Club Council
O. D. Palmer .....	Production Credit Association
T. M. Perry .....	Agricultural Adjustment Administration
J. G. Forney Duval .....	Agricultural Adjustment Administration
E. Q. Matthews .....	Agricultural Adjustment Administration



MAY 4, 1942 - LEE COUNTY

Circular letter to all farm families.

COOPERATIVE EXTENSION WORK

IN

AGRICULTURE AND HOME ECONOMICS

STATE OF NORTH CAROLINA

Sanford, N. C.

May 4, 1942

NORTH CAROLINA STATE COLLEGE OF  
AGRICULTURE AND ENGINEERING  
NORTH CAROLINA COUNTIES AND  
UNITED STATES DEPARTMENT OF  
AGRICULTURE COOPERATING

EXTENSION SERVICE  
County Agent Work



Dear Farm Family:

The Federal Government has selected Lee County as one of the five counties in the entire United States to test the effectiveness of reaching all rural families "efficiently and quickly" through the use of our Neighborhood Leader Organization. A real honor has been conferred upon Lee County and you, in the selection for this test.

The program we are asking every farm family to take part in is:

That we -

1. Buy United States Defense Stamps and Bonds and help win the war.
2. Use whole wheat bread and cereal to protect the health of your family. BREAD is the Staff of Life but the Staff is STRONGER when made of Whole Wheat.
3. Buy only Enriched Flour and Enriched Bread. Look

MAY 20, 1942

Follow-up card to  
farm families.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS  
U. S. Department of Agriculture and State Land-Grant Colleges Cooperating

ers can give you the details. Please see them.

Our pincer Movement  
to use on the Axis.



J. P. Kiser, County Agent

Cornelia Simpson, Home Art.

Sincerely yours,  
Cornelia Simpson,  
Cornelia Simpson,  
Home Demonstration Agent  
J. P. Kiser,  
J. P. Kiser,  
County Farm Agent.

Of the 172 families interviewed:

- 45% recalled reading a circular letter about whole wheat or enriched bread and flour
- 47% recalled reading a circular letter on Bonds and Stamps



APRIL 24 TO MAY 27, 1942 - LEE COUNTY

Newspapers published stories about Bread and Bond campaign  
Local milling company runs 6-column advertisement  
None of their flour was enriched before May 1  
500 barrels were enriched between May 13 and June 3  
in response to unprecedented demand



Miller adds "Enrichment" to flour



**NOW—**

Sanford Mill Company's

**"SNO" "KE"**

**Satterfield Shows Effects Enriched Bread**

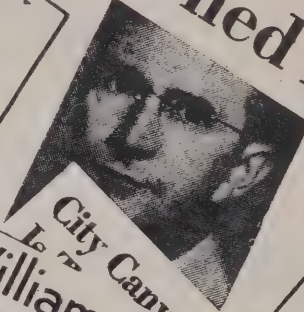
**WHI FLOURS**

**Agricultural Council Plans Lee Bond Sale**

**Dr. Williams Speaks Here**

**Chemist**

**Checkup on Lee Bond Drive**



**City Canvass Williams Pledge**

**What Is Enrichment?**

Don't be confused about flour enrichment. One of the millions of words uttered at hundreds of published articles on this subject, it has come up for discussion stripped to its main purpose enrichment.

Putting back into flour certain vitamins taken from the wheat from which the flour is milled and which is frequently deficient in the average diet.

**FOR VICTORY**

★ ★ ★ ★ ★ ★ ★

Health authorities that, well fed as the American diet, we are enriching our flour first because flour is the "carrier" for these nutrients—because the wheat contains them and we have taken steps in enriching our flour to see that it retains the full amount and because flour is cheap; and third because flour is eaten daily comprising 25% of our American diet. Thus enriched flour meets a double need. It supplies important nutrients to the body and at the same time helps to offset vitamin-mineral deficiencies elsewhere in the diet.

Of the 172 families interviewed:

- 39% take a daily newspaper
- 49% take the Tri-Weekly Sanford Herald or a weekly newspaper
- 43% recalled reading news stories about whole wheat and enriched bread
- 49% recalled reading news stories about Bonds and Stamps



MAY 14, 1942 - LEE COUNTY

Excerpts From Radio Program on Bread and Bonds

WPTF - Raleigh, North Carolina  
Thursday, May 14, at 1:15 P.M.

MAY 10, 1942

Card was sent  
to all farm  
families urg-  
ing them to  
listen to this  
broadcast.

James Reid, WPTF Announcer: News flash to the people of Lee County: .... Mr. Kiser will you tell us something about Lee County, and what the people are doing to help America win the war?

J. P. Kiser, County Agricultural Agent: There is a campaign on now in Lee County to acquaint the 1,700 farm families with the two big needs in America today. The first great need is "Fighting Food" and the second is money from the sale of Bonds and Stamps to supply our soldiers and sailors with all of the supplies they need to win this war. We know from past experiences that Lee County will respond in a fine way. ... We are glad to have Mr. T. M. Perry, County Chairman of the Neighborhood Leader Organization from Lee County with us. Will you tell us how the drive for Better Bread and Pledge to Buy Bonds and Stamps is going over, Mr. Perry?

T. M. Perry, also County Chairman of A.A.A. and U.S.D.A. War Board: Yes, we contacted the 1,700 farm families in Lee County last week, asking them to pledge to buy United States War Stamps and Bonds, and to use Enriched or Whole Wheat Bread and Flour to insure better health for their families. .... I would like to tell you how interested the ladies are too. We have the vice-president of the County Neighborhood Leader Organization with us today too, Mrs. R. L. Ross of the Colon Community.

Reid: Mrs. Ross, we are glad to have you here today. Do you, as a leader, feel that you have benefitted personally from giving your time for the organization?

Mrs. R. L. Ross, also President of County Home Demonstration Club Council: Why yes, it only takes a short time to contact your neighbors, and I think we as leaders are repaid for the time and energy used, for we as citizens want not only to have the good things of life for ourselves, but we want them for those around us too.

Reid: Mr. Kiser, I noticed a few minutes ago that you said America needed "Fighting Food." Why do you say whole wheat and enriched bread come in that class?

Kiser: Miss Mary E. Thomas, Extension Nutritionist, from State College, is with us today, and I would like for Miss Thomas to answer that question.

Miss Thomas: For years bread has been called the staff of life, and rightly so, as long as the grain was ground and all of it used in cereal and bread, because it is high in food value. It contains starch for energy, protein for building muscles, minerals and vitamins for health and strength. In recent years, however, with modern milling processes, much valuable protein, minerals, and vitamins are removed from the flour and the result is refined white flour having very little food value left except the starch.

Mrs. Ross: But Miss Thomas, many of the people in my neighborhood say they don't like dark bread, and furthermore they can't get their families to eat it. What can they do?

Miss Thomas: That's the way many people feel about the dark bread, and to meet this situation scientists, millers and bakers have gotten together and with the approval of the Food and Drug Administration are adding some of the nutrients that have been lost in the milling.

Reid: How does this enrichment add to the cost?

Miss Thomas: I am told that the expense to the miller and baker amounts to about 30 cents per barrel.

Mrs. Ross: Is there any way I can make sure I am getting this bread or flour at the store?

Miss Thomas: Yes, read labels. It is only when a flour or bread is labeled "enriched" - usually in big red letters, that you can be sure it contains thiamin, niacin, and iron set by the standard of the Food and Drug Administration.

Perry: We will not only insure our health in Lee County by using Whole Wheat and Enriched Bread and Flour, but we will invest in Stamps and Bonds so that our soldiers and sailors will have all the food, tanks, planes, guns, ammunition and ships they need to win the war.

Of the 172 families interviewed:

77% had radios.

53% recalled having heard the extension radio program on Bonds and Bread.



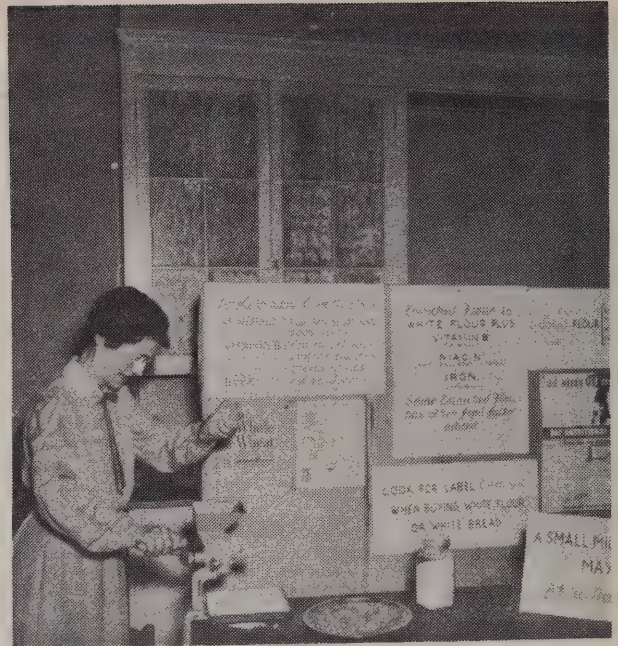
**MAY 5 to 29, 1942 - LEE COUNTY**

**Home demonstration club meetings devoted to whole wheat and enriched bread program**

**Demonstrated:**  
Use of hand mill in grinding cereal and flour  
Making of whole wheat cookies

**Explained:**  
Food value in a grain of wheat (see chart)  
Replacement of food value by enriching white flour

**Distributed:**  
Whole Wheat for the Whole Family  
20 Questions on Enriched Bread and flour



**Miss Simpson used posters and demonstrated hand mill at meetings of home demonstration clubs**

MARCH, 1942 EXTENSION MISCELLANEOUS PAMPHLET NO. 62

## Whole Wheat for the Whole Family

By

MARY E. THOMAS, Extension N  
SALLIE BROOKS, Asst. Extension

Wheat is one of the cheapest, yet most valuable. It can be grown on North Carolina farms and used as breakfast cereal and as flour for bread with the local mill. Small mills for home use, with an electric motor, can be purchased for a nominal price.

Whole wheat products retain all the food value. They are an excellent source of energy, especially valuable as a source of vitamin B<sub>1</sub>, good appetite, good digestion, and steady nerves. calcium, phosphorus, riboflavin and niacin.

Clean wheat, free of dust and foreign matter, is essential for whole wheat products. To avoid contamination, wheat should be removed from the bin early in the season. It should be treated to destroy insect pests. Spread wheat in a thin layer in the sun for heat for two hours at a temperature of 125° F. in containers.

To Clean Wheat—Place wheat in a large container and stir. Most of the chaff and other foreign matter will be removed. Pour this water off. Repeat the washing until the grains, removing undesirable ones. If the cereal is to be ground for flour, spread grain on a flat surface or pans, and dry in the sun, in a warm room, with the door left open. Wheat must be thoroughly dried. Another method, where suitable equipment is available, is through an ordinary fanning mill or sifter.

### BREAKFAST CEREAL

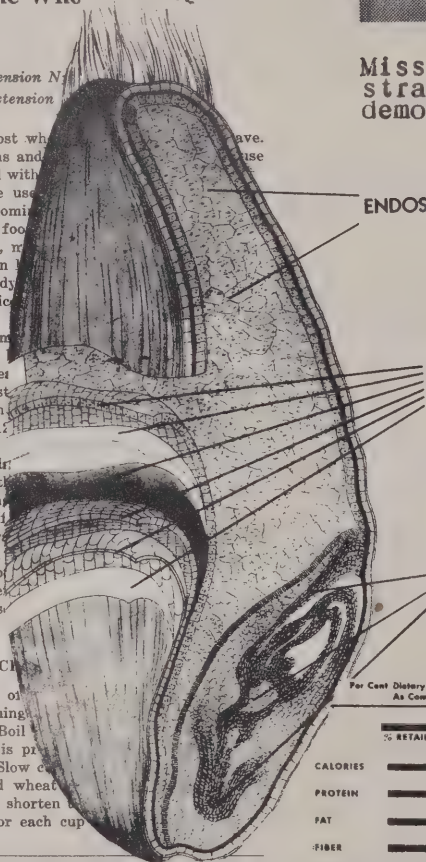
To Cook Whole Wheat—For each cup of wheat, use 2 cups of cold water. Soak over night. In the morning, add 1/2 teaspoon of salt for each cup of wheat. Boil for 10 minutes, tender and no uncooked starchy flavor is present. Add boiling water to complete the cooking. Slow cooking is the best product. One cup of uncooked wheat requires 2 cups of water. The Pressure Cooker will shorten the cooking time. Use 2 cups of water and 1 teaspoon of salt for each cup of wheat.

DISTRIBUTED IN FURTHERANCE OF THE ACTS OF CONGRESS OF MAY 8 AND JUNE 30, 1914

**Attendance at 14 meetings of home demonstration clubs - 213**

**Of 172 families interviewed:**

25% had attended meeting where whole wheat and enriched bread were emphasized (training meetings for neighborhood leaders and home demonstration club meetings)



ENDOSPERM

The white center of the wheat berry composed mainly of..... starch and proteins..... excellent source of energy

BRAN

The husk and brown layers just beneath; a natural regulator. Rich in..... iron..... builds red corpuscles phosphorus..... helps build bones and nerve tissue protein..... builds and repairs muscle tissue vitamin B<sub>1</sub>..... (see below)

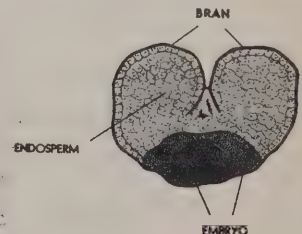
GERM

The yellow plant germ or embryo, the part which sprouts when the wheat berry is planted. One of the richest known natural sources of..... vitamin B<sub>1</sub>..... essential for: normal appetite, growth and development, metabolism of every living cell, metabolism of carbohydrates, normal tonicity of the gastro-intestinal tract, preventing disturbances of the nervous system which, in acute deficiencies, result in beriberi.

Per Cent Dietary Essentials Lost in Milled White Flour As Compared With Whole Wheat

	% RETAINED	% LOST
CALORIES	100%	NO LOSS
PROTEIN	100%	30% LOST
FAT	100%	41% LOST
FIBER	100%	92.7% LOST
CALCIUM	100%	39.4% LOST
PHOSPHORUS	100%	79% LOST
IRON	100%	84.9% LOST
COPPER	100%	50% LOST
MANGANESE	100%	92.8% LOST
VITAMIN B <sub>1</sub>	100%	88% LOST

### CROSS SECTION OF GRAIN OF WHEAT







Neighborhood leader makes  
a home visit to urge use  
of enriched bread and flour

#### LEE COUNTY

MAY 1 to MAY 10, 1942

Neighborhood leaders visited their families and explained importance of eating whole wheat or enriched bread

They left leaflet,  
"20 Questions"

Of the 172 Lee County families interviewed, the "Bread Message" reached 81%:

58% were personally contacted through neighborhood leadership system

23% not personally contacted received the message in other ways

41% recalled receiving "20 Questions" or some other "Bread" bulletin

20% had used whole wheat or enriched bread before May

29 families did not buy wheat bread or flour in May

Of the remaining 108 families in Lee County:

45% bought whole wheat or enriched bread or flour for the first time during May

#### ORANGE COUNTY

The whole wheat and enriched bread program was used during May in all home demonstration clubs

Of the 269 families interviewed:

17% had used whole wheat or enriched flour before May

38 families did not buy wheat bread or flour in May

Of the remaining 183 families:

9% bought whole wheat or enriched bread or flour for the first time during May



MAY 1 - 10, 1942 - LEE COUNTY

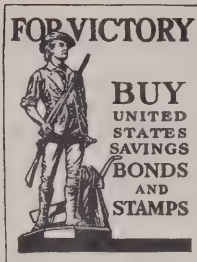
Neighborhood leaders canvassed rural families in county Bond and Stamp campaign

**ENLIST  
YOUR CURRENT SAVINGS  
TO HELP WIN THIS WAR**

**A Schedule for the Systematic  
Purchase of United States  
Savings Bonds Out of  
Current Earnings**



Neighborhood leader gets pledge when  
farmer stops at end of row



**PLEDGE FOR REGULAR INVESTMENT IN  
DEFENSE SAVINGS BONDS**

not an order form. The Signer will buy Defense Savings Bonds  
of the methods listed below:

ational Defense, I pledge that,

1 of \$ \_\_\_\_\_ in Defense Savings Bonds (or Stamps) each  
ids:

ice, bank, or other sales agency.

se Treasurer of the United States, Washington, D. C.

all Savings Plan (or other similar arrangement for regular purchasing) in  
place of employment:

(Employer's name)

(Employer's business address)

lar purchase plan installed by the following organization:

(Name of organization)

(Address)

I will faithfully fulfill this pledge for the duration of the War or so long as I am financially able to do so.



(Print)

(Given name)

(Middle initial)

(Last name)

(Street and number)

(City)

(State)

(Date)

(Signature)

U. S. GOVERNMENT PRINTING OFFICE 16-28920-4

(Name of Organization and Agent Securing Pledge)

D. S. S. 126

42-522076

ORIGINAL

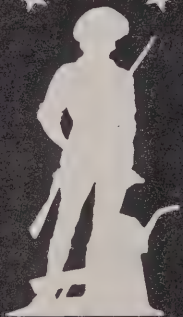
Send to Treasury Dept.  
(CONFIDENTIAL)

☐ week.  
☐ month.

If you are already pur-  
chasing Defense Bonds  
systematically, please  
indicate the type of  
plan when signing this  
agreement. Also check  
here. ☐

Leaflet was left with  
neighbors

**WE AR**



**U.S. SAVINGS BONDS and STAMPS**

Window Stickers were left with those who pledged

Of the 172 families interviewed, the Bond and Stamp message reached 95%:  
76% through the neighborhood leadership

The response on June 3:

66% of the families had bought or had pledged to buy bonds and stamps

Neighborhood leaders secured pledges totalling \$31,100 from the rural families of Lee county

Treasury pledge form was used



Neighborhood leaders  
were official badge



**MAY 22, 1942 - LEE COUNTY**

**Program for Controlling the Cost of Living Presented to Agricultural Workers' Council**  
**Council and War Board approved the plan**  
**Council members divided the county - Ten members agree to train the leaders by visiting them during week of May 25**

**LEAFLET GIVEN TO NEIGHBORHOOD LEADERS**

**Meeting the Inflation Threat**

Statement by Leon Henderson, Administrator, Office of Price Administration, Kraft Music Hall Program, Station WRC, Red Network, National Broadcasting Co., Washington, D. C., Thursday, April 23, 1942.

I need to talk to you about inflation—which, to you, is just a "Ten Dollar Word" meaning the high cost of living.

Runaway inflation is a terrorizing thing. Many of you remember the high prices of the last war. Often in conferences, when I'm pleading for control of prices, I get unexpected help from someone who was ruined by the last World War inflation and deflation which followed and paralyzed this nation.

# Council Plans Stab Purchasing Power,

## Price Ceilings On Consumer Goods and Surplus Income Discussed

J. Paul Kiser, Lee county farm agent, said yesterday in a meeting of the county agricultural workers' council that approximately \$23,329.90 per annum for the duration was pledged by Lee county farmers in the recent war savings bond and stamp drive. Last November, he said, a canvass was made by paid workers who received pledges for about \$300 or \$400. "These two procedures," he said, "demonstrate the effectiveness of the community leader plans where the farmers are contacted by persons they

## More Money than Goods

G. R. Wheeler, county superintendent of schools, discussed situation which resulted following the last war when purchasing had more money with which to buy goods than there were goods to be bought, the situation resulting in inflation followed by a depression. The estimated national income for 1942-43 is about 100 billion dollars, Wheeler said, whereas, the estimated goods and services available aggregates about 65 billion dollars. The way to eliminate this surplus of 35 billion dollars and to bring about a stabilized balance, he said, is for everyone to save at least 10 per cent of every dollar in order to build up a reserve so as to

**THE PERSONS RESPONSIBLE FOR TRAINING THE NEIGHBORHOOD LEADERS IN THE SIX LEE COUNTY COMMUNITIES WERE:**

- GREENWOOD:** L. F. Meador, Teacher of Vocational Agriculture  
Elizabeth Phillips, Teacher of Home Economics
- JONESBORO:** John J. Wolfe, Teacher of Vocational Agriculture
- POCKET:** O. D. Palmer, Production Credit Association
- SANFORD:** J. P. Kiser, County Agricultural Agent  
Cornelia Simpson, Home Demonstration Agent
- BROADWAY:** R. A. Currie, Teacher of Vocational Agriculture  
Mary Davis, Teacher of Home Economics
- DEEP RIVER:** Andy Hardesty, Soil Conservation Service  
Carrie Cox, Teacher of Home Economics

## WHAT, WHY, AND HOW WAS EXPLAINED TO NEIGHBORHOOD LEADERS

### A. What is the National Program to Control the Cost of Living?

It is rigid government control for the war's duration over retail and wholesale prices and rents to halt swiftly rising prices and to stabilize the cost of living. It sets the highest prices charged by individual stores in March, 1942, as an absolute ceiling over virtually everything that Americans eat, wear, and use. The only exceptions are a limited list of foods.

### B. Why General Maximum Price Regulations Are Necessary

1. To prevent any further increase in the general price levels.
2. To stabilize and to prevent further increases in the cost of living of American people.
3. To prevent wages and salaries from being impaired.
4. To assure stable costs for producers' goods.
5. To enable our Government to plan its war program without the confusion and difficulties caused by constantly increasing prices and costs for the vital machines and products needed to fight the war.
6. To give all the people, rich and poor alike, an equal chance to obtain their share of scarce goods at a fair price.
7. To enable our Government to pay back savings and earnings loaned to it to finance the war effort with currency that has dollar for dollar purchasing power with that now saved.

### C. How Neighborhood Leaders Can Help in Carrying Out the Cost of Living Program

1. By obtaining a list of farm families in their neighborhood.
2. By acquainting themselves thoroughly with the background, plan of operation, and objectives of the program.
3. By contacting personally or in group meetings all families on their list and
  - a. Informing them of the need for and objectives of controlling the "Cost of Living Program."
  - b. Discussing information materials prepared for farmer and giving copy to family.
  - c. Explaining the purpose and use of the check sheet which is a part of the material for farmers and encouraging the family to use it.
4. By keeping neighbors informed on latest developments insofar as possible.
5. By reporting their accomplishments as requested by county agents or other agricultural workers. Although this program will likely continue throughout the duration, every farm family in North Carolina should be contacted by June 6, and a brief progress report made at that time.

**"DO SOMETHING EVERY DAY TO HELP WIN THE WAR."**



**AGRICULTURAL WORKERS' COUNCIL  
 PLANS COST OF LIVING PROGRAM  
 J.P. KISER, CHAIRMAN, PRESIDING**



MAY 25 TO JUNE 3, 1942 - LEE COUNTY

Neighborhood leaders visited their families and discussed with them the program for controlling cost of living.

The front side of the one-page flyer they left explains "Why" and "What".

# DO YOU WANT TO WIN THE WAR?

## YOUR JOB

### In the National Program for Controlling the Cost of Living

#### BACKGROUND:

As a result of Pearl Harbor, we are living in a changed world.

FRANKLIN DELANO ROOSEVELT, April 27, 1942:

"... There is one front and one battle where everyone in the United States—every man, woman, and child—is in action and will be privileged to remain in action throughout this war. That front is right here at home. The price of civilization must be paid in hard work and sorrow and blood. The price is not too high. If you doubt it, ask those millions under the tyranny of Hitlerism."

SECRETARY OF AGRICULTURE WICKARD, April 28, 1942:

"... Every farmer who farmed during and after the last war remembers the disastrous results which followed the upward spiraling of prices during the war. Farmers will be particularly pleased to know that retail and wholesale prices are to be controlled before further advances occur in the cost of items which they must purchase for their homes and their farms."

#### THE NATIONAL PLAN:

Prices have risen so rapidly that our Government has been forced to act to halt the upward price spiral. On April 27, the President announced his 7-point plan for stabilizing the cost of living and winning the war. The plan is as follows:

1. Tax heavily to keep excess profits at a reasonable rate.
2. Place price ceilings on goods and rents.
3. Stabilize wages and salaries.
4. Stabilize prices of farm products.
5. Encourage saving through increased purchases of War Bonds and stamps.
6. Ration all essential commodities that are scarce.
7. Discourage installment buying; encourage payment of all debts.

#### WHAT THIS 7-POINT PROGRAM IS DESIGNED TO DO:

Prevent a few from getting rich at the expense of many.  
Permit all to share alike in goods.  
Help prevent a serious depression after the war such as that which paralyzed America following World War I.  
Maintain insofar as possible desirable living conditions to which our soldiers can return after winning the fight for America's freedom.  
Cause much of the war debt to be paid as we go.  
Help control the cost of living.

#### HOW INFLATION AFFECTS FARMERS:

Inflation makes farmers think they have more buying power than they really have.  
Inflation tends to get farmers into debt for things they cannot pay for quickly.  
Inflation gets farmers into the habit of living above their income.  
Inflation increases taxes and public debt.  
Inflation reduces tendencies to save; it discourages thrift.  
Inflation establishes prices higher than normal causing farmers to adjust their spending to a level which they cannot maintain.  
Inflation means higher prices which make it hard for low income families to buy what they need.  
Inflation makes dollars cheaper. They will not buy as much. Therefore, we have to borrow, and mortgage the future for a much longer time.

Of the 172 families surveyed, the program for Controlling the Cost of Living had reached 85%.

70% had been personally contacted through the neighborhood leadership system  
16% who had not been personally contacted had received the message in other ways  
44% recalled having read the flyer.



MAY 25 TO JUNE 3, 1942 - LEE COUNTY

Neighborhood leaders ask each family to use the "check list"  
"Our Plan for Changing Our Family Spending" in discussing as a family  
"How Can We Help to Keep Down the Cost of Living?"

## What Farm Families Can Do To Help Control the Cost of Living and Help Win the War:

The following is a guide for family use only to help organize your war effort and is not to be collected by anyone. Each family should council together on this plan to decide what each member will do. This is your plan; keep it and follow it.

### OUR PLAN FOR CHANGING OUR FAMILY SPENDING

- |   | Check here |
|---|------------|
| 1. We will cooperate with the national price control plan .....   | _____      |
| 2. We will raise more of our own food and feed and buy less .....   | _____      |
| 3. We plan to buy less for our own use and take care of what we have .....  | _____      |
| 4. We will strive to maintain and improve our soil fertility .....  | _____      |
| 5. We will pay cash as far as possible instead of using the installment plan .....  | _____      |
| 6. We will buy less of those things which are not important to maintaining our health, such as soft drinks, candies, etc. ....  | _____      |
| 7. We will repair farm and home equipment; remodel our clothing; and buy fewer things that are not essential .....  | _____      |
| 8. We will drive our car only when absolutely necessary. This will save gas, rubber, and other expenses .....   | _____      |
| 9. We will save for the Government, scrap metals, rubber, and other scarce and essential materials .....  | _____      |
| 10. We will encourage neighborhood recreation such as baseball, plays, etc., as well as increased church, school, and other neighborhood activities to help maintain morale ..... | _____      |

### WE PLAN TO HELP PAY FOR THE WAR:

- |  |       |
|--|-------|
| 11. We will invest in war bonds and stamps .....             | _____ |
| 12. We will pay our income and property taxes promptly ..... | _____ |
| 13. We will reduce our debts as much as possible .....       | _____ |

### WE PLAN TO PRODUCE MORE OF THE NEEDED FARM PRODUCTS

14. We will do our part in helping to produce the following needed farm products:  
vegetable oils .....; milk .....; eggs .....; meats .....; fiber crops .....;  
and such other products as may be needed to win the war .....

We must produce more of our family food requirements because we realize that approximately one-half of certain food commodities such as meat and lard from commercial packers as well as canned goods are required now by the armed forces. These requirements will increase as the war progresses.

North Carolina State College of Agriculture and Engineering of the University of North Carolina and U. S. Department of Agriculture, Cooperating. N. C. Agricultural Extension Service, L. O. Schaub, Director, State College Station, Raleigh. Distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914.

EXTENSION WAR SERIES BULLETIN NO. 4

On June 3

40% of the 172 families had already discussed the question  
"How Can We Help to Keep Down the Cost of Living?"



### OBSERVATIONS

1. The neighborhood leadership system is reaching many families who had not previously responded to educational programs.
2. If neighborhood leaders do not have lists of the families that they should contact, or if these lists are incomplete, coverage will be incomplete.
3. Families on a neighborhood leader's list should be within walking distance of the leader's home.
4. A man neighborhood leader and a woman neighborhood leader should be paired, each having the same list. Programs such as farm machinery can be handled best by men; and those such as whole wheat or enriched bread can be handled best by women.
5. Negro families respond best to a Negro neighborhood leader.
6. Volunteer leaders elected by their neighbors are better known and better received than those selected by other methods.
7. The message that a neighborhood leader gives to a family depends directly on the training he has received. Instructions and directions given to neighborhood leaders should be simple and specific.
8. Follow-up of neighborhood leaders should be definitely planned and systematically executed.
9. If leaders carry more than one or two programs at a time, the families frequently do not get all the messages clear.
10. Families expect their leader to explain why a program is important as well as how the program should be carried out.
11. Follow-up contacts by neighborhood leaders are essential to secure a high percentage of response.
12. Many circular letters, leaflets, bulletins, and news stories are beyond the reading ability of a considerable portion of the farm people. Reading matter should be simplified. It should be used to support personal contacts.
13. Programs need to be followed through so that families participating will have a feeling of satisfaction. Cooperation of grocers and millers must be secured so that the housewife asking for enriched bread can get it from her grocer. Scrap should be removed and used. Markets should be available for the increased food that farmers produce.
14. Everyone wants to do his part in helping to win the war. Neighborhood leaders give freely of their time and are proud of the responsibilities entrusted to them.
15. An agricultural workers' council can be very helpful in planning wartime campaigns and in training and following up neighborhood leaders.
16. Careful consideration of its importance should be given before a new job is assigned. Careful preparation of plans and materials must precede the training of neighborhood leaders. It will be easy to overwork willing leaders with too many jobs or with poorly planned jobs.

### SUMMARY

Program	Percentage of Coverage		Percentage of Response From Potential Respondee
	Through Neighborhood Leadership System	Total*	
Farm Machinery	60%	84%	76% <sup>1/</sup>
Victory Garden	73	92	87
Bond and Stamp	77	93	56
Salvage (Orange)	81	93	91 <sup>2/</sup>
Edible Soybeans (Orange) (5 weeks)	90	96	86
Enriched Bread (Lee) (5 weeks)	58	81	45 <sup>3/</sup>
Cost of Living (Lee) (1 week)	70	85	40

\*Includes all methods - neighborhood leaders, circular letters, pamphlets, news stories, radio, etc.

### CONCLUSIONS

1. Wartime messages can be carried quickly to practically every family by the neighborhood leadership system.
  - (a) 93 percent had been contacted personally through the system on one or more of the seven programs.
  - (b) 96 percent coverage had been achieved on edible soybean program in five weeks.
  - (c) 85 percent coverage had been achieved on cost of living program in one week.
2. A high percentage of the families will respond:
  - (a) if families are contacted personally by neighborhood leaders,
  - (b) if personal contacts are supplemented by other methods; meetings, circular letters, news stories, leaflets, radio, etc.,
  - (c) if the desired response can be directly associated with sound agricultural and rural life objectives,
  - (d) if the desired response is specific and within the ability of the family,
  - (e) if the neighborhood leader is successful in imparting to the family a clear understanding of what the program is, why it is important, how it affects individuals, and the specific action expected.

<sup>1/</sup> Excludes those with no farm machinery and those who repaired their machinery in the fall.

<sup>2/</sup> Excludes those who had turned in their scrap metal and rubber before January, 1942.

<sup>3/</sup> Excludes those who were using whole wheat or enriched bread before May 1, 1942, and those who did not buy any kind of wheat bread or flour in May.



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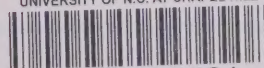
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